



## Media Coverage

Country	Date	Publication
Bosnia	2014	Press Clippings

# Gazprom Petrol Stations in Bosnia and Herzegovina Declared Superbrand for 2014

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Gazprom Petrol Stations in Bosnia and Herzegovina have been awarded a prestigious Superbrands title for 2014.

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05.12.2014.

Over 1,000 domestic and international brands made it to the list of finalists prepared in collaboration with leading market research agencies (GfK, Ipsos Puls, Mareco Index Bosnia, and Valicon). The best were selected based on the criteria of quality, reliability, brand recognition, and customers' emotional connection with the brand. In addition to the jury of experts, over 20,000 consumers took part in the selection process.

# Superbrands

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On behalf of G Petrol d.o.o. Sarajevo, which operates the Gazprom petrol stations, the award was accepted by the company manager, Branko Radujko.

“For us, the *Superbrands* award is another very important confirmation of the quality of the products and services we offer at Gazprom petrol stations across Bosnia and Herzegovina. We entered this market last year, offering first-rate, Euro-quality fuels from the modernized Pančevo Refinery, as well as top-notch G-Energy oils and lubricants, and a broad product range and exceptional quality of service at the shops and restaurants. In a short period of time we established a relationship of strong trust with the consumers. This success is all the greater given the fact that competition in the petroleum product trade, both in retail and in wholesale, is fierce in the market of Bosnia and Herzegovina. This recognition motivates us to keep going, to improve, to bring joy to our clients, taking account of their needs and possibilities,” Branko Radujko, G Petrol’s manager, said in his address.

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The *Superbrands* organization is present in 88 countries of the world, and it started operating in Bosnia and Herzegovina in 2008. As an organization founded on the identification and naming of exceptional brands, *Superbrands* analyses the performance of specific brands, and recognizes those that outperform their competitors, and awards them the highly recognized *Superbrands* status.

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# Superbrands

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## Superbrands Ceremony: Nineteen Brands Awarded

DECEMBER 7, 2014 11:00 AM



Companies and brands of Bosna Bank International, BH Telecom, Cinema City, Florahum, Floriol, Gazprom gas station, Gracija, Gusto, Hotel Europe, Imunoglukan, Inside by Ećo, Ljepota i Zdravlje, Moj san, Novalac, Retro, RSG Radio, Sarajevski kiseljak, Tehnoshop and Tuzlanska so, were awarded with a Superbrand of Bosnia and Herzegovina 2013/2014.

The awarding ceremony was held on the fifth choice of Superbrands in Bosnia and Herzegovina. Numerous guests from the world of business, marketing and media, as well as representatives of the Superbrands attended this celebration of branding.

“The best brands in Bosnia and Herzegovina were once again crowned with the global Superbrands award. The Superbrands sign is not only a decoration on the product, but rather a recognition of market brands and companies and a chance to win new customers and retain the loyalty of existing ones. It is primarily the recognition of past performance, but it is also a great responsibility for the future growth and development,” said the director of Superbrands Adriatic, Zoran Sazdovski.

More than 1,000 domestic and international brands, grouped in 27 categories, were on the list of finalists, which was developed in consultation with leading market research agencies such as Mareco Index Bosnia, Ipsos Puls, GfK and Valicon.

The best companies and brands have been selected on the basis of quality, reliability, recognition and emotional charge.

(Source: ekapija)



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### Techno Shop granted the global award Superbrands

• Monday, 08 December 2014 00:00

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**Techno Shop is the winner of the great award "Superbrands" and has thereby confirmed its status as one of the best retail chain of consumer electronics in Bosnia and Herzegovina.**

At the ceremony "Superbrands", which was held last week (December 8, 2014) at the hotel Europe - Sarajevo, Techno Shop was elected leading market brand in Bosnia and Herzegovina and had been awarded the status of "Superbrands Bosnia and Herzegovina" for 2013/2014 in the voting process, which was organized and supervised by the organization "Superbrands", the global and independent branding authority who carries out the promotion and appointment of the strongest trademarks in 88 countries around the world.



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With this recognition, it was confirmed that the modern concept of trade along with a comfortable environment and design, which are the recognizable characteristics of Techno Shop and Stanić Group, are primarily focused on meeting the needs and desires of the consumers. "This recognition is proof that the multi-year effort was worth it. This is certainly also a motivation to continue the same way in the future and to constantly work on the improvement of our services and products, but on the other hand, it is also a great responsibility for the future development not only of Techno Shop, but also of the entire Stanić Group ", said Aida Šehović, marketing manager of Stanić Trade d.o.o.

More than 1,000 domestic and international brands, grouped in 27 categories, have been on the list of finalists, which was drawn up in collaboration with leading market research agencies such as Mareco Index Bosnia, Ipsos Puls, GfK and Valicon. "We are pleased that the top quality, the long-standing tradition and the continuous improvement of our services and products have already now been recognized by our consumers," added Aida Šehović.

In order to justify the title of the leader in the retail segment of electronic home appliances, Techno Shop ensures the guarantee of quality and business with its continuous investment in growth and the development of the product range.



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### ORGANIZACIJA SUPERBRANDS PREDSTAVILA SUPERBRANDOVE U BIH ZA 2013/2014 GODINU

PRIJE 3 GODINE [VIJESTI](#)

Svečana dodjela priznanja *Superbrands* u Bosni i Hercegovini održana je u u sarajevskom *Hotelu Europa*. Više od 150 zvanica iz svijeta biznisa, marketinga i medija, kao i predstavnici organizacije *Superbrands* prisustvovali su ovoj jedinstvenoj proslavi brandinga. Tržišne marke koje su dobile prestižnu titulu *Superbrands Bosna i Hercegovina 2013/2014* primile su priznanja za izvanredni uspjeh. Svečana dodjela priznanja zaokružila je peti po redu izbor *Superbrandova* u Bosni i Hercegovini.

Više od 1000 domaćih i međunarodnih brandova, raspoređenih u 27 kategorija, nalazilo se na listi finalista koja je pripremljena u saradnji savodećim agencijama za istraživanje tržišta (*GfK, Ipsos Puls, Mareco Index Bosnia i Valicon*). Za najbolje se glasalo na osnovu kvalitete, pouzdanosti, prepoznatljivosti i emotivnog naboja. Tržišne marke koje su dobile prestižno priznanje *Superbrands* ove godine, još jednom su dokazale da kvaliteta, prepoznatljivost, dugovječnost te emocionalna povezanost s potrošačima definitivno nadograđuju vrijednosti brandova i garantiraju opstanak i konkurentnost na domaćem i stranom tržištu.

Na svečanoj ceremoniji predstavljeno je i najnovije izdanje *Superbrands* publikacije. Po prvi put ove godine, *Superbrandovi* iz kompletne regije Adriatik objedinjeni su u



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zajedničkoj publikaciji, te imaju jedinstvenu priliku svoj uspjeh prezentirati tržištima regiona. *Superbrands* publikacija nudi mnoge fascinantne uvide u to kako su pojedini brandovi nastajali: često od skromnih početaka, do snažnih i pouzdanih brandova kakvi su danas.

Međunarodna organizacija *Superbrands* jedini je globalni i neovisni autoritet na području brandinga. Prisutna je u preko 90 zemalja širom svijeta i ima za cilj identificirati vodeće brandove na svakom pojedinom tržištu te promovirati disciplinu brandinga. Organizacija, trenutno, u svijetu sarađuje sa više od 15.000 robnih marki iz različitih područja. Renomirani svjetski brandovi kao što su: *Coca-Cola*, *DHL*, *Google*, *IBM*, *McDonald's*, *Microsoft*, *Wrigley*, i mnogi drugi aktivno su koristili stečeni status i znak u svojim promotivnim aktivnostima širom svijeta.

**Zoran Sazdovski**, *Superbrands*, direktor regije Adriatic «Najbolje tržišne marke u Bosni i Hercegovini ponovo su okrunjene globalnom nagradom *Superbrands*. *Superbrands* znak nije samo dekoracija na proizvodu, nego svojevrsno priznanje tržišnoj marki i šansa kompanijama da osvoje nove potrošače i zadrže lojalnost postojećih. To je u prvom redu priznanje za minuli rad, ali predstavlja i veliku odgovornost za budući rast i razvoj.»